



SUSTA
Southern United States Trade Association

Scandinavian Outbound Trade Mission

Copenhagen, Denmark &
Malmö, Sweden
September 22-26, 2019

Denmark is a small country in Northwest Europe and totals only one percent of total EU population, but it has one of the highest GDP's in the world and low unemployment and inflation rate. Due to its small size and climate, Denmark depends on imports for items such as fresh produce. The economy is highly dependent on foreign trade, with exports comprising the largest component of GDP. The United States is Denmark's third largest trading partner and its largest non-European trading partner. With an increasing interest in Denmark in living a healthier lifestyle, there is also a growing demand for fresh and processed food products, and organic and sustainable products. With the favorable view of U.S. products mixed with the interest in trying new and innovated products, more opportunities are available to Southern companies.

As the largest country in the Nordic region and with a population totaling almost ten million, Sweden relies heavily on imports due to the severe winters and short growing season. The Swedish economy has experienced growth over the past few years, specifically in 2015 experiencing a 4.1% GDP growth, with an expected growth of 5.2% in 2016. Almost 60 percent of the imports came from Norway, Denmark, the Netherlands and Germany. The Swedish market is sophisticated with affluent and well-educated consumers that have a favorable outlook on U.S. goods and products. With greater interest in maintaining a healthy lifestyle, and interest in trying new and innovative products which are fresh and organic, the Southern region has many options to offer to the Swedish consumer.

Participation Fee: \$200

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Interpreter services as needed;
- In-country transportation to meeting locations;
- Up to \$500 reimbursement for shipping product samples with proper documentation.

Registration Deadline: August 19, 2019 (No refunds for cancellation after August 16)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Product Description: Juices and non-alcoholic beverages, Tree nuts, Prepared foods, Seafood and meat, Beverages, Health products, Condiments & Sauces, Specialty foods, Breakfast cereals, Poultry, Wine

Activity Managers:

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